

1 1. In a web-accessing client-server system that includes a client web browser in
2 communication with at least one server, and wherein the client web browser uses a
3 television display device to display an image to a user, a method of scaling down an image
4 that initially has a horizontal dimension that extends beyond the borders of the television
5 display device, such that the entire horizontal dimension of the scaled image is visible within
6 the horizontal dimension of the television display device without horizontal scrolling, the
7 method comprising the acts of:

8 at the client web browser, determining a scaling factor defined by only the
9 amount of scaling that is necessary to fit the image within the horizontal dimension
10 of the television display device;

11 at the client web browser, scaling the image horizontally and vertically
12 according to the scaling factor; and

13 displaying the image on the television display device, such that the entire
14 horizontal dimension of the image is visible within the horizontal dimension of the
15 television display device at the same time.

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17 2. A method as defined in claim 1, wherein the image further comprises a
18 selection icon corresponding to a hypertext object having an address, such that scaling the
19 image produces a scaled selection icon and corresponding scaled icon coordinates, the
20 method further comprising the acts of:

21 receiving a user input specifying scaled icon coordinates of the scaled
22 selection icon;

23 scaling up the scaled icon coordinates to produce icon coordinates, wherein
24 scaling up the scaled icon coordinates is based on dividing the scaled icon

1 coordinates by the scaling factor; and

2 transmitting the icon coordinates to one of the at least one server to access
3 information located at the address.
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5 3. A method as defined in claim 1, wherein the scaling factor comprises the
6 exact amount of scaling that is necessary to fit the image within the horizontal dimension of
7 the television display device.
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9 4. A method as defined in claim 1, wherein the image is originally sized for
10 display on a computer monitor rather than on the television display device.
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12 5. A method as defined in claim 4, wherein the image comprises a Web page,
13 such that the scaling factor is defined by the amount of scaling necessary to fit the Web page
14 within the horizontal dimension of the television display device.
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16 6. A method as defined in claim 1, wherein the television display device
17 comprises a television display device that complies with Phase Alternating Line standards.
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19 7. A method as defined in claim 1, wherein the television display device
20 comprises a television display device that complies with National Television Standards
21 Committee standards.
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1 8. A method as defined in claim 1, wherein the television display device
2 comprises a television display device that complies with Quarter Common Intermediate
3 Format standards.

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5 9. A method as defined in claim 1, wherein the television display device
6 comprises a television display device that complies with High-Definition Television
7 standards.

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WORKMAN, NYDEGGER & SEELEY
A PROFESSIONAL CORPORATION
ATTORNEYS AT LAW
1000 EAGLE GATE TOWER
60 EAST SOUTH TEMPLE
SALT LAKE CITY, UTAH 84111

1 10. In a web-accessing client system in communication with at least one server
2 system, the client system being coupled to a television display device, a method of providing
3 a user interface for enabling a user to access the at least one server system, the method
4 comprising the acts of:

5 receiving a Web page image from the at least one server system, wherein the
6 Web page image has a horizontal dimension that is larger than the horizontal
7 dimension of the television display device;

8 scaling down the Web page image horizontally and vertically according to a
9 scaling factor, that is defined by only the amount of scaling necessary to fit the Web
10 page within the horizontal dimension of the television display device;

11 displaying the scaled Web page image on the television display device within
12 the display environment, such that the entire horizontal dimension of the Web page
13 image is visible within the horizontal dimension of the standard television display
14 device without horizontal scrolling.

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16 11. A method as defined in claim 10, wherein the Web page image comprises a
17 hypertext icon having an address, and wherein the act of scaling the Web page image
18 produces a scaled hypertext icon, the method further comprising the acts of:

19 receiving a user input specifying scaled icon coordinates that correspond to
20 the scaled hypertext icon;

21 up scaling the scaled icon coordinates to produce icon coordinates, wherein
22 up scaling the scaled icon coordinates is based on dividing the scaled icon
23 coordinates by the scaling factor; and
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transmitting the icon coordinates to one of the plurality of server systems to
access information corresponding to the address of the hypertext icon.

12. A method as defined in claim 10, wherein the scaling factor comprises the
exact amount of scaling that is necessary to fit the Web page image within the horizontal
dimension of the television display device.

13. A method as defined in claim 10, further comprising the act of receiving a
user input that is entered by a user from a remote control device for causing the image to be
scrolled vertically on the display device.

14. A method as defined in claim 10, wherein the television display device
complies with Phase Alternating Line standards.

15. A method as defined in claim 10, wherein the television display device
complies with National Television Standards Committee standards

1 16. A computer program product for implementing, in a web-accessing client-
2 server system that includes a client web browser in communication with at least one server,
3 and wherein the client web browser uses a television display device to display an image to a
4 user, a method of scaling down an image that initially has a horizontal dimension that
5 extends beyond the borders of the television display device, such that the entire horizontal
6 dimension of the scaled image is visible within the horizontal dimension of the television
7 display device without horizontal scrolling, the computer program product comprising:

8 a computer-readable medium carrying computer-executable instructions for
9 implementing the method, the computer-executable instructions comprising:

10 program code means for determining a scaling factor defined by only
11 the amount of scaling that is necessary to fit the image within the horizontal
12 dimension of the television display device;

13 program code means for scaling the image horizontally and vertically
14 according to the scaling factor; and

15 program code means for displaying the image on the television
16 display device, such that the entire horizontal dimension of the image is
17 visible within the horizontal dimension of the television display device
18 without horizontal scrolling.

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21 17. A computer program product as defined in claim 16, wherein the scaled Web
22 page image extends beyond the vertical borders of the television display device.
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18. A computer program product as defined in claim 17, wherein the computer-readable medium further comprises program code means for receiving a user input that causes the Web page image to be scrolled vertically on the television display device.